



WHATEVER YOU WANT



Let Uncle Sam
Bring It To You

Notice To Advertisers On This Page

Change of copy must be in The Herald Business Office not later than Wednesday, 6 p. m., of each week.

HERE is the representative list of reliable concerns that make, sell and repair practically everything needed by the average man or woman. This list is arranged in Alphabetical Order for our Readers' convenience. You can find at a glance the names of the reliable concerns that can fill your wants by merely looking for the first letter of the article you want to buy or have repaired. The advertisers on this page are known to the management of The "El Paso Herald" as being strictly reliable and you can shop with them either in person, by phone or mail with perfect assurance that you will be given a square deal. Should you through some error have the slightest trouble with a firm on this page which they will not quickly adjust, the El Paso Herald will appreciate bearing about it, as it is our intention to quickly throw out the advertising of any firm on this page that does not give our Readers everything promised them.

If you are interested in any article not listed on this page, write to the El Paso Herald, Directory Editor, and full information will be given you free of charge.

Watch this page every Saturday.

YOU'LL FIND IT HERE

\$520 Cash for Herald Readers \$10 In Prizes Given Away Each Week

First Prize, \$5 Cash Second Prize, \$2 Cash
Three Prizes of \$1 Each

READ RULES OF CONTEST READ

IN THE 68 ADS. PUBLISHED BELOW ARE CERTAIN MISPELLED WORDS. FIND THESE WORDS. AT THE TOP OF A SHEET OF PAPER WRITE THE NUMBER OF MISPELLED WORDS FOUND. THEN WRITE EACH WORD CORRECTLY AND THE FIRM NAME OF ADVERTISEMENT IN WHICH WORD MISPELLED APPEARS. WRITE YOUR NAME AND STREET ADDRESS. DO NOT WRITE ON BOTH SIDES OF PAPER. ADDRESS YOUR ANSWER TO THE DIRECTORY EDITOR, CARE THE HERALD. ANSWERS MAY EITHER BE MAILED OR BROUGHT TO THE HERALD OFFICE. ALL ANSWERS MUST BE IN THE HERALD OFFICE BY 6 P. M. NEXT WEDNESDAY. WINNERS WILL BE DECIDED BY THE NEAREST CORRECT, OR THE NEAREST NEAREST CORRECT ANSWER. IN CASE OF A TIE PRIZES WILL BE DIVIDED. NEXT SATURDAY WINNERS WILL BE ANNOUNCED AND THE AWARDS MAILED.

Last week's prize winners were: First prize, \$5, to Mrs. M. Rosenwasser, 213 W. San Antonio St., El Paso, Texas; second prize, \$2, to Allan S. Smith, Sgt. Q. M. C. Motor Truck Co., No. 11 Columbus, N. M.; three prizes of \$1 each to Mrs. Chas. A. Gannon, Box 254, Santa Rita, N. M.; Miss Mayme Emilestein, 2686 Aurora St., El Paso, Tex.; Mrs. John Strick, Box 254, Clifton, Ariz.

ASSAYING

GEO. W. CAMERON
Assayer and Chemist
Representative for Shippers to the
El Paso Smelter
206 San Francisco St.
P. O. Box 488.

BAGGAGE

GOIN AND COMING
Secure Our Service—Prompt
Reliable—Reasonable—Tel. 3500.
CITY SERVICE CO.
(Formerly the Time Co.)

AUTO For Hire

Phone 1.
Passenger Cars and Baggage
Trucks.
Longwell's Transfer

BAKERY

Buster Brown Bread
The Perfect Loaf.
For Sale By All Groceries.

AUTO ACCESSORIES

AUTOMOBILE SUPPLIES
Fish and Portage Tires
Western Motor Supply
Company
318 San Francisco St.

BANK

Start a Savings Account
With Us.
Rio Grande Valley
Bank & Trust Co.

AUTO Repairing

Auditorium Garage
TOM WHITE, Mgr.
322 MILLS STREET.
Phone 2282.

BARBER SHOP

Basement Barber Shop
J. L. OULTS, Prop.
Phone Service to Each Chair and
Manicure Table
Basement Roberts-Banner Bldg.

AUTOS USED

All Cars Sold at Bargains.
Fred G. Hoagland & Co.
New Location:
218-220 West San Antonio Street

BRICK

Don't Pass Up
Pass-Tex Brick
The Best Brick Manufactured in
El Paso.
EL PASO BRICK COMPANY.

AUTO Bodies OF EVERY DESCRIPTION

MADE IN EL PASO
El Paso Body and Wheel Works
SAM WILLIAMSON, Prop.
1806 TEXAS STREET.

BUSINESS COLEGE

NIGHT SCHOOL
International Business College
Coles Bldg.
Phone 1447

Overland

El Paso Overland
Auto Co.
1806 Texas Street
Willard

BUTTER

Ask Your Grocer for
Rio Grande Valley Butter
MADE FRESH EVERY DAY.

Auto Painting

WE DO IT RIGHT.
El Paso Carriage & Auto
Painting Co.
201-213 S. OREGON STREET.

CAFE

Eat at—
The Whit Star Lunch
No Waiting—No Tipping
213 S. El Paso St.
ALWAYS OPEN.

AUTO Refrigerators

Cork Lined, Fasten on Running
Board Same As Our Overland
Liquid Containers.
H. WELSCH CO.
1215 TEXAS ST.

CARPINTERS AND CABINET MAKERS

F. X. Wimber Company
Store Fronts—Counters—Shelving—
Saloons, Bank and Pool Room Fix-
tures—Ice Boxes—Show Cases and
Screens. Ample Storage Room at
Lowest Rates. Estimates Furnished
Free. We carry Second-Hand Ta-
bles, Fixtures, Counters, Show
Cases and Bars.
415 E. Overland Street. Phone 1742

AUTO Batterys

Willard
NEXT TIME TRY US.
Western Battery and
Magneo Co.
214 E. Boulevard.

CHINA

Fine China, Glassware—
Art Pottery
DeKule Smith
THE DINNERWARE HOUSE
102 North Stanton.

AUSTIN Terrac

The only Parked Residence District
in El Paso—The Home Place
Beautiful.
W. H. Austin
Jas. L. Marr & Co. Agts.

COAL

We realize that there are a good
many people in El Paso not buying
our coal. Why not start in now
by placing your order for your win-
ter's supply?
Summer Prices Are Cheaper.
BADGER FUEL CO.
Phone 358.

COFFEE

And Teas
Pan American Coffee Co.
Phone 3160.

COFFEE
JOE
CERTAINLY—!!
THE BEST SUMMER DRINK
416 South El Paso Street.

DAIRY

Phone 402
For the Best.
AMERICAN DAIRY
PURE MILK

DANCING

COTILION CLUB
Dancing Every Tuesday and
Saturday Nights.
Ryan's Dancing Academey

DIAMONDS & JEWELRY

The Jewel Shop.
Send Us Your Repair Work.
Herald Bldg.

DISTILLED Water

QUICK DELIVERY
EL PASO DISTILLED
WATER CO.
Phone 489.

DRUGS

We especially cater to the small order
business of our many customers in
Arizona and New Mexico, preparing
the postage on all orders amounting
to \$1.00 or more.
Court House Drug Store
410 1/2 San Antonio St. Phone 1412.

DRY CLEANING

Wright
CLEANER
Clothes Cleaned, Pressed Wright
342—PHONES—2129

ELECTRICAL

GOODS
Acquaint Yourself With the Way
Electrical.
Larrabee Electric Co.
405 Texas St. Phone 3822.

EXCHANGE

Mexican Money
BOUGHT AND SOLD
INTERNATIONAL EXCHANGE
and COMMISSION CO.
324 South El Paso St.

FLORIST

Cut Flowers, Decorations, Funeral
Work.
C. H. Kelle.
Store 310 Mesa Ave. Telephone 3262
Green House, 2105 Myrtle Ave.

FURNITURE

Buy it from YOUNG and Buy it
For Less.
\$1.00 Down and \$1.00 a Week will
Buy All You Need in Furniture.
Young Furniture Co.
105 S. Stanton. Tel. 823

FURNITURE

AND HARDWARE
CHEAP FOR CASH
H. KULLER
215 South Stanton Phone 2158

FURNITURE

REPAIRING
R. L. DANIEL FURNITURE AND
MATTRESS FACTORY
Office and Store, 318 Texas.
Factory, 1806-1808 Texas St.

HAY, Grain

And Feed
Walter S. Clayton
OCHOA AND FIRST ST.
PHONE 394.

INSURANCE

Life, Accident and Health Insur-
ance—Up-to-date Policies
Occidental Life Insurance
Company
HENRY T. BOWIE, Gen. Agent.
Phone 426, 397 First Nat. Bank Bldg.

ICE!

Pure Ice, Fall
Weight and
the Best Delivery in El Paso. Use
Coupon Books and Save Money
Rio Grande Ice & Fuel Co.
Telephone 2850.

KODAK Finishers

OF QUALITY
Our Work is the Best—Our Price
the Lowest.
Try Us Once and see the Difference.
J. F. GANDARA
WITH
Commercial Office Sup. Co.
308 Texas.

LAUNDRY

Elite Laundry Co.
Home of SPICK and SPAN
Telephone 2177.

LUMBER

QUALITY LUMBER AT THE
RIGHT PRICE
Rheinheimer Lumber Co.
Piedras, Alameda and Myrtle.
Phone 498.

MACARONI

Ask Your Grocer For
TRI-STATE
MACARONI
—Made in El Paso—

MATTRESSES

We Are Manufacturers
of Felt and Cotton Mattresses and
Wholesalers of
Bed Springs, Cots, Chairs, Etc.
El Paso Bedding Co.
P. O. Box 714. El Paso Texas

CLEANING

Revolutionizing
CLEANS THE HANDS WITH-
OUT WATER
ABOLISHES FOREVER
THE USE OF SOAPS
Ask your grocer or Ryan's drug store.

NURSERY

Large Variety of Cut Roses, Hang-
ing Baskets, Porch and Window
Box.
El Paso Nursery Co.
3200 Block, Alameda Ave.
Phone 3339.

Office Supplies

Everything for the Office from
PINS TO FILING CABINETS
Let Us Figure on Your Needs.
EL PASO BOOK CO.
211 N. Oregon St. Mills Bldg.
Phone 662. "It's Handy."

OILS

And the Famous
SPEEDWAY GASOLINE
Rio Grande Oil Co.

OPTICIAN

OPTOMETRIST
CARYL C. HILL
WHO MAKES GLASSES
THAT FIT
421 MESA AVE.

SHOE REPAIRING

TRY "THE
ENTERPRISE"
Ladies' Rubber Heels 25c.
210 Mesa Ave.

SPORTING GOODS

For Baseball Goods, Camp Furniture,
Lexingtons, Belts, Holsters, Scabbards,
Arms and Ammunition and Other
Sporting Goods, go to
SHELTON-PAYNE ARM CO.
Phone 426. 217 Texas St.

STORAGE

The Only Fire-proof Storage in
El Paso.
Western Transfer &
Storage Co.
PHONE 96 229 S. STANTON

PAINT AND WALL PAPER

We Carry a Complete Stock.
Worthington Paint and
Wall Paper Co.
405 N. Oregon Phone 38

PIANOS

Player and Electric Pianos and
Talking Machines Sold on Easy
Monthly Payments.
JENKINS PIANO CO.
The Big Piano House.
211-213 Texas. Phone 2955.

TANKS

CULVERTS,
SILOS.
Let Us Quote You Prices.
Hills, Sutton & White
Mfg. Co.

PLUMBING

Why of Course the LEADING
PLUMBER is
McCHESNEY
412 E. Boulevard. Phone 2393.

THEATRE

FOR THE BEST
MOVING PICTURES.
FOR 5c.
EUREKA THEATER
215 S. El Paso St.
Come Once and You Will Come
Again.

PRINTING

Globe-Wernicke Filing Cabinets,
Globe Safes.
RUSH JOBS ARE OUR ESPECIAL
DELIGHT.
Ellis Bros. Printing Co.
110 S. Oregon. Phone 45-46

TRUNKS

TRAVELLING BAGS, SUIT CASES
AND SMALL LEATHER GOODS
Made, Repaired and Exchanged.
El Paso Trunk Factory
NEXT TO CRAWFORD THEATER

RADIATORS

DIFFICULT REPAIRING
El Paso Radiator and
Lamp Co.
L. G. KELLY, Mgr.
203 S. Santa Fe. Phone 5811

UNIVERSAL AUTO LOCK

Pat. Aug. 22, 1916.
Absolute Protection
against Theft, Joy Riders and
Damaged Cars.
UNIVERSAL AUTO LOCK CO.
418 Myrtle Ave.

REEL ESTATE

MEXICAN INVESTMENTS
Our Specialty,
Mexico Realty Co.
Investment Co.
F. B. FUGA, Mgr.
PHONE 599.

VULCANIZING

Like You Want It,
When You Want It
Try Us.
EL PASO VULCANIZING WORKS
117 N. Kansas. Phone 3240

SADDLES

AND SHOE FINDINGS
West Texas Saddlery Co.
810 SOUTH OREGON ST.

WATER BAGS

CANTS, AWNINGS AND
CAMP FURNITURE
El Paso Tent & Awning
Company
214 San Francisco Street.
Phone 2044.

SEEDS

AND POULTRY SUPPLIES
Manufacturer of PERFECTION
Brand Poultry FEEDS
W. D. Wise Seed Co.
Retail Store, 106 N. Stanton.

WELDING

"Save the Peices"
and Send Them to Us—and you'll
Save Money.
Brown Weelding Co.
212 San Francisco St.